

**Career Transition  
Center**  
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# CTC NEWSLETTER

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**HAPPY  
NEW YEAR!**

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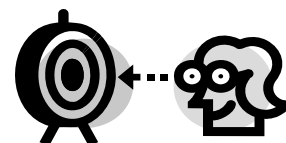
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**"There is nothing  
like looking,  
if you want to find  
something.  
You certainly  
usually find  
something, if you  
look, but it is not  
always quite the  
something you  
were after."**

*- J.R.R. Tolkien,  
The Lord Of The Ring*

## **SHARPEN YOUR AIM WHEN JOB HUNTING ONLINE**



*By Sarah E. Needleman in The Wall Street Journal's  
CareerJournal website*

As Internet job boards continue to evolve, it can pay to stay current on the latest search tools and tactics. By learning how to use them, job hunters may be able to boost their chances of securing interviews.

Here are ways to make an online job-search effort more effective:

### **Find a hook.**

When an ad lists a hiring contact, research the person's background to get fodder for making a special connection, says Peter Weddle, chief executive officer of Weddle's ([www.weddles.com](http://www.weddles.com)), a Stamford, Conn., publisher of job-board guides.

You may have graduated from the same college or university or belong to the same professional association. Or, see if he or she has been cited in a news article so you can mention it, he suggests. "Then you can reach out to that person on a more personal basis, rather than as a cold applicant," he says.

Donnetta Walker, 31, emailed a recruiter who was cited in a job ad she saw online in September. She found his email address through Google and wrote about how they were connected on the networking site LinkedIn.com, among other topics, she says. They exchanged emails, and the recruiter requested her resume. Sending it, she mentioned the ad, which sought a project manager at a

telecommunications-software provider near her Atlanta home. A few days later the recruiter arranged an interview for her, and she's waiting to hear back, she says. She credits the tactic for getting her foot in the door. Whether or not she gets hired, she says, "I would do it again."

Other sites useful for uncovering connections include Ryze.com, ZoomInfo.com and Google, says Mr. Weddle.

Bear in mind that you might not always be successful. "We all have limited degrees of separation," he says.



"The man who views the world at fifty the same as he did at twenty has wasted thirty years of his life."

- Muhammad Ali

### **Search your niche.**

Save time by focusing on sites that list openings exclusively in your area of interest, says Linda Matias, a career coach in Melville, N.Y. For example, if you work in the wine industry, check out Wine-Jobs.com, which lists only jobs at wineries, vintners, distributors, wholesalers, bottlers and other related employers. Have your sights set on high pay? Search boards that advertise only jobs paying a minimum salary of \$100,000 such as 6FigureJobs.com.

Consider posting your resume at these sites in addition to scanning the ads, suggests Ms. Matias. Because they typically attract only resumes from professionals in

a given specialty, they may be a first stop in a candidate search for hiring managers recruiting in their niche, she says.

### **Provide your info.**

Many employers' career pages invite visitors to fill out candidate profiles, describing their background, jobs of interest, salary requirements and other preferences. In most cases, if a position opens up that matches your profile, you'll receive an email notifying you, says Tod Loofbourrow, founder and chief executive officer of Authoria Inc., a Waltham, Mass.-based provider of recruiting software and other talent-management technology. Or, the hiring manager might contact you directly, he says. Authoria's system allows job hunters to sign up anonymously. If you choose this option, avoid using an email address that gives away your name.

Regis Corp., an operator of more than 11,000 hair salons, added a candidate-profile system to its Web site in April. Karen Woodson, director of talent management for the Minneapolis-based company, says about 40 employees have been hired through it.

### **Sign up for job alerts and RSS feeds.**

On most job boards, you can register to receive emails alerting you to new postings that meet your criteria, such as location or keyword, says Martin Yate, author of "Knock 'em Dead 2007 The Ultimate Job Search Guide" (Adams Media, 2007). Most also allow you to select their frequency, such as daily or weekly. "It's like having a headhunter keeping an eye out for you," says Mr. Yate.

Email alerts from niche job sites are likely to be even more narrowly tailored to your expertise.

RSS feeds are another alternative. RSS is short for really simple syndication, which is an automated electronic information-sharing system that allows you to receive content in an easy-to-read format. You can sign up for RSS feeds for postings from many job boards, including Monster, CareerBuilder, and this site, CareerJournal.com. If you have a customized homepage on Yahoo.com, Google.com or MSN.com, it typically takes a few steps to arrange. Or, consider downloading news-aggregator or reader software to your PC. New job postings that match the criteria you choose will be delivered to you automatically, typically the same or next day, says Mr. Yate.

Compared to job alerts, RSS feeds typically offer fewer options for selecting the kind of ads you want, he says. For instance, they may not be filtered by keyword, so the list may include jobs you aren't interested in.



"Research is formalized curiosity. It is poking and prying with a purpose."

- Zora Neale Hurston (*American folklorist and Writer, 1903-1960*)

### Use filters.

Many job boards offer this tool to help users refine their search results more

quickly. Filters are common search categories with subcategories showing the number of job postings in each one. Using them may save you the step of selecting search categories one at a time without knowing their likelihood of bearing fruit.

On most job boards, filters are located on the left of the results page. "[They give] you more of a peek behind the curtain," says Kyle Crafton, publisher of New York-based MediaBistro.com, a career site for media professionals. The site filters for industry, location and duration. "For a niche job board that has a lot of sub-niches, the industry filter is very helpful for showing all the different kinds of jobs we have," he says.

Other job sites offer filters with even narrower categories. For example, at SimplyHired.com, you can filter for dog-friendly, gay-friendly, eco-friendly and socially responsible employers, among others. Indeed.com filters show the number of job ads posted by employers and recruiting firms, in addition to other categories.

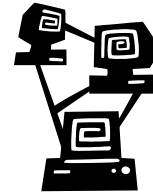


"Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks"

- Author unknown

## ONLINE JOB NETWORKS FOR THE 55-PLUS CROWD

*By Kristi Essick from The Wall Street Journal's CareerJournal website*



Jerry Toomer retired from a 25-year career at Dow Chemical in 2003. But today he's back at work, having found a consulting job through an employment network designed specifically for older adults, YourEncore.com.

"I don't see myself as a retiree," says Mr. Toomer, a 57-year-old organizational-development expert in Indianapolis. As part of his new responsibilities, "I did a very interesting project where I helped the company foster innovation in its leading-edge R&D group," he says. "A great use of my expertise."

Faced with the prospect of millions of retiring baby boomers, companies across the country, including Eli Lilly & Co., Procter & Gamble Co. and Boeing Co., are increasingly eager to lure back to the work force retirees with decades of experience in their chosen fields. But finding the right candidates has been tricky, with most companies relying on personal connections to locate willing older workers.

Now, online retirement networks are springing up to put employers in contact with job seekers age 55 and older. At sites like YourEncore.com (no relation to this publication) and SeniorJobBank.com, older adults are logging on to find consulting projects and salaried jobs in areas as diverse as engineering, biotechnology and finance.

"Companies realize they will soon be faced with a mass exodus of their most qualified people," says Donna Wadleigh, manager of member services at YourEncore.com. By tapping into the new networks, she adds, "companies can bring back highly skilled people that provide value immediately."

What follows is a look at some of the best and most promising sites.

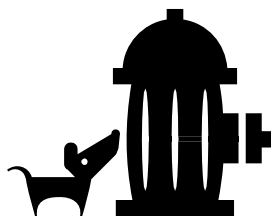
### **YOURENCORE.COM**

Founded in 2003 by Eli Lilly and Procter & Gamble, YourEncore originally was designed to help pull retirees back to those two companies. Today, the site (at [www.yourencore.com](http://www.yourencore.com)) is an online recruitment firm that places older job seekers in positions at both member and nonmember companies. Member companies, in addition to the founders, are Boeing, National Starch & Chemical Co., 3M Co. and Ethicon Inc. These six businesses are the primary employers on the site and pay to support it. Nonmember companies pay for access to the site's database of potential employees. The jobs are geared toward scientists, engineers and product managers, and are mostly contract-based, though some are salaried positions.

"Eli Lilly and Procter & Gamble got together and realized they would soon have problems generating innovation when all their baby-boomer employees retired," says Ms. Wadleigh. After hitting on the concept for YourEncore, the companies contracted the running and maintenance of the site to Indianapolis-based consulting firm Bernard Associates.

Currently, YourEncore counts 900 retiree "experts" -- job seekers who have signed up with the service and posted their resumes on the site -- and 175 open jobs, scattered across the U.S. Unlike most job-placement services, YourEncore actually hires the job seekers itself, because most companies aren't legally permitted to rehire someone -- not even on a contract basis -- if that person is drawing a pension from the company. (The same does not apply for a 401(k).)

YourEncore pays the job seekers a set salary based on their salary just before retirement, adjusted for inflation, and a 20% premium. It pays so well because most are retired high-level executives whose former compensation often was largely bonus-driven. YourEncore also files all tax documents for its employees. The company using the employee's services pays an administrative fee to YourEncore, but there is no fee for the job seekers.



"Getting information off the Internet is like taking a drink from a fire hydrant."

- Mitchell Kapor

## SENIORS4HIRE.ORG

Also started in 2003, Seniors4Hire.org got its start almost by accident. When a company called Forward Group, based in Huntington Beach, Calif., began publishing a Web site called Teens4Hire.org, many prospective employers were more interested in hiring older adults.

"Companies said they were worried young people didn't have the right attitude, but they'd be happy to hire people over 55," says Rene Ward, Forward Group's founder. Three companies that are now members of Seniors4Hire -- Bank of America Corp., RadioShack Corp. and Regal Entertainment Group -- were particularly interested in hiring older workers, Ms. Ward says.

Today, about 182,000 job seekers age 50 and older have signed up with the network -- as have 550 employers offering more than 20,000 U.S.-based jobs. Those jobs are found in industries such as financial services, retail, telecommunications and health care. Other member companies include Petco Animal Supplies Inc., Countrywide Financial Corp. and Providence Health System. Jobs range from entry level to vice president. (There are no figures on how many people have found jobs; it's up to job seekers to contact employers about postings directly, and the site doesn't track who is hired or not.)

Unlike many sites, Seniors4Hire does not include a resume database. Instead, employers pay \$65 to \$125 a year to post openings that job seekers can then browse free. The company also does placement services for higher-level jobs, weeding out candidates in advance for

employers for a fee.

While Ms. Ward is happy with the amount of interest the site has received since its launch, she says employers still aren't "beating down the door." Those that do sign up for the service tend to renew at a rate of about 95%, she says, but it's been slow getting companies to see the benefit of hiring older workers.



"One of the Internet's strengths is its ability to help consumers find the right needle in a digital haystack of data."

- Jared Sandberg

## ENRGE.US

Employment Network for Retired Government Experts, or Enrge, is focused on former U.S. government employees who want to try working in the private sector. Founded by Jay Zavala, 62, a former federal employee, Enrge matches retired government employees with private companies seeking to fill contract jobs in all kinds of fields, from construction and technology to engineering.

"I created Enrge because as soon as I retired, I had companies knocking on my door asking for help," says Mr. Zavala, who runs the network in Falmouth, Mass., and spent his government career working in contract management. "The government is the largest employer in the U.S. and has experts in every possible field."

Started one year ago, Enrge currently has "hundreds" of resumes, according to

Mr. Zavala. The site has signed up 42 employers, which pay \$1,000 each to get access to the resume database for 18 months. The site does not have job listings, serving only as a database of resumes that employers can peruse. Jobs tend to be contract-based, though some are part or full time.

Mr. Zavala says companies are eager to hire retired government workers because of their years of experience -- and because most already receive health benefits as part of their pension. At the same time, he adds, retired government employees are eager to make some extra money since their pensions aren't always generous.



"Research is the process of going up alleys to see if they are blind."

- Marston Bates

## SENIORJOBANK.COM

SeniorJobBank.com has had a long life in Internet years, having started in 1999. But it wasn't until 2005, when the site was acquired and relaunched by NHC Group Inc., of Marlborough, Mass., that the number of job seekers and employers reached a critical mass.

Today, the site gets about 5,000 visitors a day browsing about 200 jobs available across the U.S. and Canada. Jobs range from entry level -- including a recent posting for the mysterious-sounding position of "dialer" -- to director-level posts in finance and accounting. Recently, a children's nonprofit in Portland, OR, was ad-

vertising for a director of operations and development to report directly to the chief executive officer, while a Bethesda, MD, company was seeking a senior financial analyst.

"We have jobs listed for people re-entering the work force after many years, all the way up to bank president and hospital director," says Gene Burnard, founder of NHC Group, which also runs about 30 other niche job sites. "We are targeting middle-class people over 50 who need a little extra income."

Getting employers to pay \$89 for each job listing has been tough, Mr. Burnard says, but SeniorJobBank now has a "senior ambassador" program to pitch employers on the benefits of hiring older workers. Many companies tend to think hiring older workers means they will get a "premium person at a cheap price," says Mr. Burnard, who wants to educate companies that competent senior employees are worth paying well. "After all, the 60 of today is the 40 of 20 years ago," he says.



"The Internet is like alcohol in some sense. It accentuates what you would do anyway. If you want to be a loner, you can be more alone. If you want to connect, it makes it easier to connect."

- Esther Dyson,  
*Interview in Time Magazine, October 2005*

## DINOSAUR-EXCHANGE.COM

Dinosaur Exchange is one of the only senior job sites with an international focus. Launched in 2004, the site lists jobs world-wide, with the largest selection based in Europe and the U.S. It's arguably the only site where job seekers can list "vintner" or "miner" as their profession, create their resume in any of a half-dozen languages, and browse job postings in places as diverse as the Netherlands and Qatar. Unfortunately, the site tends to have few opportunities, listing about 50 jobs and 300 resumes on a recent visit.

"It's a bit chicken-and-egg at the moment," says Martin Suenson, founder of Dino-X Ltd., in Guernsey, England, which operates Dinosaur Exchange. "I am waiting to approach employers when the resume database grows large enough. But to get people to put resumes in, they want to see companies hiring."

That said, Mr. Suenson has high hopes for Dinosaur Exchange, which he currently runs on the side while working full time. "When baby boomers start retiring, companies are going to lose a lot of practical experience," he says. "At that point, a lot of companies will be screaming for experienced people."

Right now, Dinosaur Exchange is free for both employers and job seekers, though the site may start charging in the future. One hurdle it faces is Europe's labor laws: Some countries have strict regulations on retirees working after a certain age. But Mr. Suenson believes European companies will soon have no choice but to hire older workers as they deal with the reality of changing demographics.

## EDITOR'S NOTES

### LinkedIn

LinkedIn ([www.linkedin.com](http://www.linkedin.com)) is an online networking tool. It claims an international membership of 8.5 million experienced professionals, representing 130 industries. The basic membership is free.



First, you post a profile of your professional history and accomplishments. That profile helps you connect with former colleagues and contacts, creating a network of your connections, your connections' connections, and so on.

LinkedIn advertises that, through your network, you can find potential clients, service providers, experts, and new employees who come recommended by members of your network. You can even search for a job and receive leads and advice.



"At age 50, everyone has the face he deserves."

- George Orwell

### Ryze

Ryze ([www.ryze.com](http://www.ryze.com)) is another online network that promotes professional connections. Basic membership is free. It, too, claims to be international with 250,000 members in more than 200 countries.

First you create your own home page, then Ryze links you with a few other members in your area. You can see other members' homepages and send messages to them. There are special networks for various industries and geographic regions. Some companies host networks on Ryze to promote communication within their organizations.



### ZoomInfo

ZoomInfo ([www.zoominfo.com](http://www.zoominfo.com)) calls itself a "summarization search engine" and claims to have "comprehensive information" on more than 33 million business professionals and 2 million companies.

Using ZoomInfo, you can find information on colleagues, friends, and business associates and you can be found by them. You can also research industry trends and history. It's greatest selling point is the opportunity to network with known and new professionals.

"Like China,  
the Internet is a huge new market.  
It's up to you to figure out  
what to do with it.  
Use it as a prospecting tool,  
make connections with people,  
add value for  
your existing customers."



- Larry Chase





## Niche Job Boards

To find job boards in your field, please check out our Bibliography on the State Department website ([www.state.gov/m/fsi/tc](http://www.state.gov/m/fsi/tc)). Now, we only publish the website addresses for particular professional fields online. They include environmental action, law, music and arts, and much more. The Bibliography has been updated and the updated version should be posted this month.

"On the Internet,  
Nobody knows  
you're a dog."

- Peter Steiner



## RSS Feeds & Other Mysterious Technical Challenges

The AARP website ([www.aarp.org](http://www.aarp.org)) has a whole section on "Learning and Technology." Within that section is a sub-section called "How To Guides" (<http://www.aarp.org/learntech/computers/howto/>). If you are as technically challenged as your editor, this site may be a lifesaver to you, too!

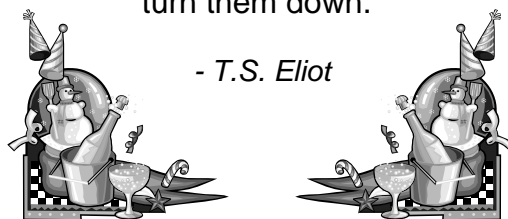
It provides easy-to-understand explanations of RSS Feeds, Blue tooth, WiFi and more. It offers recommendations on how to protect your computer equipment, how to select an Internet Service Provider (ISP), how to use a scanner, etc.

Another site that uses normal — i.e., not technical — English to help you with cyber challenges is Webopedia ([www.webopedia.com](http://www.webopedia.com)). It is advertised

as "the only online dictionary and search engine you need for computer and Internet technology definitions."

"The years between fifty and seventy  
are the hardest.  
You are always being asked  
to do things, and  
yet you are not decrepit enough to  
turn them down."

- T.S. Eliot



## ATTENTION JSP GRADS!

### Newsletter Online

Did you know that you can read this newsletter online? You will find it on the State Department website. Just look for FSI and the Transition Center. The address is [www.state.gov/m/fsi/tc](http://www.state.gov/m/fsi/tc). For the few of you who are still receiving the newsletter via snail mail, you could read it sooner and save the USG some money if you cancelled your hard copy subscription (hint, hint!).

### Volunteer Authors?

So, are there any volunteers out there who would like to share their experiences on working for a think tank, negotiating work hours and benefits, totally reinventing yourself, starting a small business, age discrimination, or other topics of your choice? We encourage your participation! Sharing your experiences can be very useful — and reassuring — to your colleagues!

*The  
Career Transition Center  
Wishes you  
A successful New Year  
filled with  
Happiness, confidence,  
and satisfaction!*



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